

Day #11: Put your plan in motion

Now that you've thought about all the different commerce experiences you want your online store to sparkle with this peak season, it's time to get the ball rolling.

First things first: think about any assets you might need to have created to execute your campaigns so you get can them briefed into the team in good time. Well-briefed creatives = happy creatives.

Next, think about timeframes. When exactly do you want your *deals of the day* to start? Your gift guides to be accessible from? Or those seasonal bundles to be up and running by? Pen your lineup.

Do remember (and here comes the 't' word!) to **test** your experiences beforehand, so you can be certain they'll impact things like path-to-purchase in a positive way. For example, try A/B testing different product recommendation template styles (ie: including an add-to-cart button versus driving traffic straight to the PDP). You might just see better conversions!

Once you know what's likely to perform best and you have your assets at the ready, all that's left to do is schedule your campaigns—so you can sit back and relax (with a mulled wine in hand!) and watch your peak season experiences run without a hitch.

Nosto users: if you're planning on implementing any seasonal product recommendations, why not let our new, Generative Copy functionality lend your creative team a hand—suggesting engaging and highly-performant recommendation titles for you to use at your leisure. Oh, and we also launched Generative Synonyms in tandem with this update, so if you're a Search user, it's worth having a play around with those too, to see how your synonym lists could be enriched. You can learn more [here](#).

